

## AMENDMENTS TO THE CLAIMS

1. (previously presented) A method of unilevel marketing and distribution comprising the steps of:

- a computer receives personal information regarding a referred customer from a sales representative;
- a computer stores the received personalized information in a database;
- a computer incorporates said personal information into promotional material, distributing said promotional material directly to the referred customer from a centralized distributor;
- a computer receives orders from referred customers, wherein said orders include means for identifying the sales representative; and
- a computer stores the purchase order information in a database crediting the sales representative with a sale from the distributed promotional goods.

2. (original) The method of claim 1, wherein the personal information received from the sales representative is received over the world wide computer network using a web page accessed by the sales representative.

3. (original) The method of claim 1, wherein the personal information includes a personalized message from the sales representative to the customer and the means for identifying the sales representative is an identification number.

4. (original) The method of claim 1, wherein the sales representative is paid a commission for being the sale representative who referred the customer making the purchase.

5. (original) The method of claim 1, wherein said personal information is received over the internet.

6. (original) The method of claim 1, wherein the personal information is received via E-mail.

7. (original) The method of claim 1, wherein the personal information is received via a telephone.

8. (original) The method of claim 1, wherein the promotional materials are in an audio form.

9. (original) The method of claim 1, wherein the promotional materials are in printed form.

10. (original) The method of claim 1, wherein the promotional materials are in a video presentation format.

11. (original) The method of claim 1, wherein the personal information provided by the sales representative includes the customer's age, interests, income level, or household.

12. (original) The method of claim 1, wherein the personal information is received by a distributor is stored in machine memory.

13. (original) The method of claim 1, wherein the personal information received from the sales representative is stored in a customer database.

14. (original) The method of claim 1, wherein the promotional materials are transmitted to the customer over the internet in the form of electronic mail.

15. (original) The method of claim 1, wherein the customer purchases over the internet.

16. (previously presented) A method for selling product through direct promotion and direct distribution to a customer comprising the steps of:

- a computer receiving information regarding a customer referral from a sales representative over a world wide computer network;
- a computer storing said information in a customer database;
- a computer incorporating said information into promotional materials;
- sending said promotional materials to said customer;
- a computer receiving a purchase order from said customer, said purchase order containing means for identifying the sales representative; and
- a computer crediting the sales representative with a commission for said purchase.

17. (original) The method of claim 16, wherein the personal information received from the sales representative is received over the world wide computer network using a web page accessed by the sales representative.

18. (original) The method of claim 16, wherein the personal information includes a personalized message from the sales representative to the customer and the means for identifying the sales representative is an identification number.

19. (original) The method of claim 16, wherein said personal information is received over the internet.

20. (original) The method of claim 16, wherein the personal information is received via E-mail.

21. (original) The method of claim 16, wherein the personal information is received via a telephone.

22. (original) The method of claim 16, wherein the promotional materials are in an audio form.

23. (original) The method of claim 16, wherein the promotional materials are in printed form.

24. (original) The method of claim 16, wherein the promotional materials are in a video presentation format.

25. (original) The method of claim 16, wherein the personal information provided by the sales representative includes the customer's age, interests, income level, or household.

26. (original) The method of claim 16, wherein the personal information is received by a distributor is stored in machine memory.

27. (original) The method of claim 16, wherein the personal information received from the sales representative is stored in a customer database.

28. (original) The method of claim 16, wherein the promotional materials are transmitted to the customer over the internet in the form of electronic mail.

29. (original) The method of claim 16, wherein the customer purchases over the internet.